INFORMATION DISTRIBUTION SYSTEM

ABSTRACT OF THE DISCLOSURE

A system and method that enhances the "focus" of information exchanged between sellers and buyers. Buyers identify potential sources for goods and services that are desirable to the buyer. Buyers can focus their access to listings of seller information by identifying desirable attributes, including but not limited to: geography attributes relating to the location(s) of the seller; and category attributes relating to the various categories of offerings that interest to the buyer. The use of geographical and categorical attributes is not limited to their inclusion as part of the search terms. Instead, seller listings can be organized into hierarchies of geography-based and category-based attributes in a highly normalized fashion to enhance the ability of a buyer focus on the most desirable listings. The system can be configured to limit, order, or otherwise prioritize the information viewed by the buyer on the basis of the desired attributes identified by the buyer.